

Powell Broadcasting remains and shall always be responsive to the community in which it operates, because it recognizes what the community needs. It's a part of corporate citizenship.

Application of requirements for broadcasting within a community without knowledge of that community's needs would not be in the broadcasters best interest. Unless there are legitimate complaints from a community, the FCC should have no concern for those broadcasting in that location. Processing guidelines represent more government control of activities within a jurisdiction that are not needed and only hamper local efforts to serve any given community.

Uniform programming requirements appear to be a one-size-fits-all solution to local problems that may represent a variety of situations. Those concerns are the communities', not the FCC's. Let local entities help with the solutions of local problems. To do so would not eliminate local problems, should they exist; only complicate them.

Programming already provided:

Local newscasts are given 14 times each week day, and 5 times each weekend. Their duration is from 2 to 5 minutes. Each cast is preceded by a national and international network newscast. That amounts to 70 local news casts each week and 5 local casts each Saturday. National news cast frequency is self-explanatory.

Powell Broadcasting airs its Openline program each weekday from 8 a.m. until 10 a.m. Topics of local concern are discussed with call-ins providing a diverse perspective of each topic addressed. Each perspective is given equal time to present its ideas and thoughts. Public service announcements are aired as they are received within the bounds of decency and legality.

Coverage is provided for all topics of public interest, regardless of political leaning or public pressure. There is no restriction on topic or area of concern.

Local emergencies are given top priority and the immediacy they require. Weather conditions, public safety interests, school closings, public safety warnings, any and all community emergencies are addressed as soon as possible and given treatment befitting their impact. Our goal is to inform the public on any situation impacting any portion of our listening audience.

Political topics are covered in depth by the station. All candidates are invited to share their views; regardless of orientation. The station strives to present a well-rounded, all-inclusive view of local, regional, and national political concerns. The station accepts all political advertising without regard to political affiliation.

Powell Broadcasting develops its programming with the general public in mind without consideration

to specific groups. The news and programming content is developed and selected based on what our "general audience" finds appropriate and acceptable. We are responsive to day parts and what we believe our audience would deem appropriate.

We provide air time for local musicians of general interest and genres appealing to the general public.

Our programming is produced locally, with our audience in mind. Serving local needs and interests is our objective. We program for our listening audience. Nevertheless making full use of outside produced public service announcements that will, and do, impact our local audience in particular hot topics on a National Level such as teen drug abuse, immigration, economic issues that winnow down to the local level.

REMOTE STATION OPERATIONS

"Give the FCC an informal cost-benefit analysis of how the proposal might affect your station. Would the additional costs compromise your ability to create and offer local programming, or deliver other programming of interest to your audience?"

Being required to man each station would increase operating costs. Having some unmanned hours enables radio stations to employ more capable operators. More capable operators are able to provide better quality local programming. A requirement for 24/7 manned operation might force radio station owners to not employ some of these more capable operators, meaning that the overall quality of local programming might become "diluted."

"Describe why the FCC's assumptions may be inaccurate. Would having personnel at the station 24 hours a day, seven days a week, truly improve your ability to ascertain the interests of your local community or offer programming that meets those needs?"

Most, if not all, important decisions ascertaining the interests of the local community are made during regular business hours. Having a station manned 24/7 would not change this process.

"Explain to the FCC why automated operations do not hinder a station's ability to provide

emergency information."

Historically, more capable and experienced operators work during regular business hours, and the more inexperienced operators have worked during "off" hours. With increased efficiency of equipment has come a noted decrease in the numbers of needed operators, even those with more experience during regular business hours. With that the demand for training of more inexperienced operators has decreased. Part of this increased efficiency is the EAS system. If a community has a properly working EAS system/plan in place then emergency information is automatically broadcast, without much human intervention at the station (less human filtering). Having a station manned during non-business hours would not guarantee more efficiency in getting emergency information on the air. In fact having an inexperienced operator on duty (who would have to make instant decisions on what emergency information to put on the air) might make the situation worse by delaying the information, or a

wrong decision on whether to air the information or not.

"Explain how alternative, less draconian, measures can rectify the FCC's concerns."

The most efficient system is already in place to get emergency information on air quickly-the EAS system. However, the EAS system could be improved, especially at the local level. Also, there may be issues with the "Point of Entry" in a local emergency situation.

In many communities there has been little, if any, training as to handle a local emergency through the EAS system. Possible scenario: a chemical spill occurs at a local factory at 1 a.m.; the shift supervisor at the factory calls the police, and tells them of the dangerous magnitude of the spill; the police need to get the word out, so they call "the radio station;" if the station is manned at 1 a.m. does the operator on duty have the knowledge to correctly format the appropriate EAS alert? An inexperienced operator might make the situation worse by making incorrect decisions; if the station that is called by the police is not an LP-1 or LP-2 the other stations in the area will not be able to automatically forward the emergency information.

If, in this scenario, the police, with proper training and equipment, were able to initiate the alert directly into the LP-1 (or, additionally, simultaneously into the LP-2) EAS Endec then the human element (human filtering) would be avoided, meaning the emergency information would air immediately, and without any editing of its contents.

To make this more direct connection to the EAS system work would require proper training at the local level, for both emergency personnel and radio station personnel. Perhaps funding for this could come from Homeland Defense.

Another idea to make the EAS system more efficient for local emergencies would be to make the NWS transmitters more like "all hazards" information sources. NWS already takes responsibility for alerting to non-weather emergencies, such as: earthquakes; fires; tsunamis; child abduction emergencies; etc. NWS personnel have better training at activating the EAS system than do local radio station operators.

Another idea would be to streamline the EAS event codes. Many seem redundant, or confusing. Perhaps make some codes more event inclusive, and therefore eliminate some. This would make for smoother decision making by emergency personnel, and making sure local stations had the proper event codes programmed into their EAS encoders.

Making NWS transmitters into "all hazards" stations, and streamlining the EAS codes would lead to more standardization across the nation for the EAS system.

MAIN STUDIO LOCATION

"Describe the costs associated with complying with this rule, including real world costs of physically relocating your main studio. How would it impact your ability to offer local programming and other programming demanded by your audience or perform other station activities?"

Having to relocate a main studio to the community of license, just to comply with a federal mandate, only will cost a station more money (for the relocation, and operating expenses). A group owner, who has consolidated his main studios into one location, has also mostly likely made his operation more efficient by utilizing personnel to provide local programming on more than one station. Having studios physically separated by community of license would mean less interaction between local operators, more travel time and expense, and a waste of fuel.

Voice Tracking/National Playlists

Voice tracking, and similar automation, is simply a tool. It is what you make of it. Indeed, the ability to have one talent "appear" in many markets can be a boon to operators looking to save operating expenses but the public does stand to lose if, and only if, the local operator does not employ methods to localize. Limiting the practice would not work as the "genie is out of the bottle". Training operators in the most effective and worthwhile use of the technology is the avenue to pursue.

Powell Broadcasting does not employ outside of market voice track talent and has no plans to do so. The talents that track here are also involved with the myriad of community oriented activities the Powell cluster participates in. Talents are encouraged to "adopt" a local charity and then function as that charities "point person" in the cluster. Acting as a conduit of information from the organization to the entire cluster.

National Playlists have, over the past several decades, influenced the local playlists. Over reliance on such information can be deleterious to the overall quality of the music product but professional broadcasters must always remain aware of possible abuses yet attempt to provide the best overall sound. Many of our events lend themselves to local music talent as we have found that to be a major draw for the clients and the events in toto. We also provide website space to the local bands/musicians in the market who appear around the area. We've had several staff members who have participated in many local bands/groups on their free time. If the FCC, or for that matter any outside agency, attempt to monitor music content, the ultimate result would be a major pollution of what is already a quality product. That sort of power in the hands of the few would lend itself to obvious/insidious conflict of interest. We have seen examples of that and similar over the past decade

after consolidation. License renewal should only be measured by community performance and not by format. Format measure is subjective enough at present without further possible dubious complications.

Programming formats is best left to professionals and not politicians. Programmers answer to their local audiences. Politicians answer to, well, I guess no one is really sure who calls their shots.